

## **Cough, Cold and Allergy (Hay Fever) Remedies in Brazil**

Market Direction | 2024-03-18 | 30 pages | Euromonitor

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### **Report description:**

In 2023, cough, cold and allergy (hay fever) remedies is set to maintain dynamic current value growth in Brazil. In this year, the conclusion of the Public Health Emergency of International Concern (PHEIC) for COVID-19, as declared by the World Health Organization (WHO), marked a significant turning point. Despite the waning demand for cough, cold, and allergy (hay fever) remedies in Brazil directly linked to COVID-19 cases, a new dynamic has emerged, propelling substantial current value growth.

Euromonitor International's Cough, Cold and Allergy (Hay Fever) Remedies in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Antihistamines/Allergy Remedies (Systemic), Combination Products - Cough, Cold and Allergy (Hay Fever) Remedies, Cough Remedies, Decongestants, Medicated Confectionery, Paediatric Cough, Cold and Allergy Remedies, Pharyngeal Preparations.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Cough, Cold and Allergy (Hay Fever) Remedies market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

March 2024

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Search for convenience and a good night's sleep drive growth for decongestants and combination products

Increase in rhinovirus cases drives sales of paediatric cough, cold and allergy remedies, while competition increases for pharyngeal preparations

EMS SA expands its production capacity, Eurofarma completes purchase of Valda, and CIMED invests in diversification

#### **PROSPECTS AND OPPORTUNITIES**

Climate change likely to continue, and intensify cases of allergies in the forecast period

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Self-medication/self-care and preventive medicine  
Switches  
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